

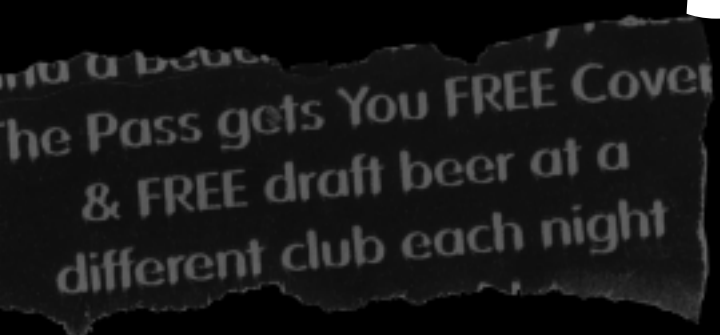


EXchange

Creating Solutions by Changing Environments



Spring Break. Breaking. Broken.



In This Issue

Peter D's Product: Smart, Savvy and Safer Teens

Texans Standing Tall—Named But Not Branded

Kids to K-Mart: You're Busted!

Marauding Mascots

LeHigh University Provides Community with RAMP Training

Beach Blanket Binge Drinking

NBC Reverses Decision to Air Liquor Ads

NBC-4 and NCCPUD—Working for Youth

Zippershots: Jell-O Look-Alike with a Dangerous Difference

Keg Registration—Public Policy Update



Peter D's Product: Smart, Savvy and Safer Teens

Children are the unknowing targets of a significant amount of the alcohol advertising seen every day. Once advertisers persuade teens a product meets the elusive qualities of “cool”, brewers are half way to the sale. Young people can learn that lifestyle and consumer choices are their choices—not the advertisers’.

When Peter De Beneditis speaks to teens about alcohol advertising, he is teaching 21st Century consumer literacy. “People believe advertising impacts everyone but himself or herself,” he laughs. Peter D., as he is universally known, teaches media literacy to approximately 50,000 high school students each year. His goal is to provide students the skills they need to be analytical and knowledgeable consumers. Young people can learn that lifestyle and consumer choices are their choices—not the advertisers’.

“TV is the glamour child of the media, but consumers see over 3,000 ads each day ranging from the logo on a friend’s shirt to the ads we hear on the radio,” he says. Most importantly—advertising works! He noted that while the average American recognizes 1,500 logos, those same people recognize only eight different plants. The need for media literacy skills cuts across racial, economic and geographic boundaries.

Teaching teens how to decode advertising is a deliberative process. First, Peter carefully and clearly describes how TV advertising works. He articulates the unspoken choice within each purchase using discussion not lecture, he leads students through an analytical process which allows them to understand how they may be manipulated by advertisers and the financial consequences of their decisions. His “textbooks” are copies of familiar and effective TV ads that he views and reviews with the students. It’s a message he believes makes an important difference in a teenager’s life.

Peter believes children are the unknowing targets of a significant amount of the alcohol advertising seen every day. So he arms them with the strongest weapon at their disposal—knowledge. He starts with a simple premise: cool. Once advertisers persuade teens a product meets the elusive qualities of “cool”, brewers are half-way to the sale, students learn. Learning requires students to think analytically, to look at product presentation designed to maximize “cool.” Persuasive principles are outlined in concepts familiar to young people. Those concepts are humor, sex appeal, risky thrill and avoiding the opposite of cool—geekhood.

Peter D. knows kids. The classroom curriculum he created, “Smarter Than Your Average Teen,” includes an entire lesson devoted to sports marketing. Peter D. asks students to watch just one hour of sports and catalog the different forms of alcohol advertising appearing during the hour in a special log. The log focuses student attention on the less obvious forms of advertising that are virtually unnoticed most of the time. Brand names on racing cars, sponsorship of a sports desk, a banner by the scoring table and logos are seen but not recognized as advertising by teens.

Peter D. sees the advertising arms race escalating. As manufacturers up the sexuality or “wow” factors, others follow. Advertisers find a quick fix for viewer fatigue in sexier ads, riskier and riskier behavior in ads and shock value. He uses the phrase “cultural hegemony” to make it clear that decoding ads is a skill that needs to be taught.

Media literacy is an important aspect of changing today’s alcohol environment. Advertising impacts every community, media literacy has value when combined with appropriate public policies and community advocacy. ●

If you would like to reach Peter D. directly or learn more, visit his web site www.medialiteracy.net or call 507 471-8437.



Texans Standing Tall—Named But Not Branded

By Steve Ross
Texans Standing Tall

As marketing becomes more sophisticated, it also becomes subtler. Texas has seen three clear examples of indirect marketing in recent years and responded to each. We have also seen how individuals can examine their environment with an experienced eye and counter these messages.

Fishing for customers

The 2001 Texas Parks & Wildlife [TP&W] hunting and fishing guide included five pages of alcohol advertising as well as two pages advertising tobacco products. Since 40% of these sports licenses are sold to minors, this official state publication provides a captive audience of underage youth to the alcohol industry.

Texans Standing Tall coalition members supported legislation to eliminate such advertisements. The final bill eliminated tobacco advertisements and instructed the TP&W Commission to “adopt rules regarding the types of advertising that are appropriate for viewing by youth.”

After further testimony at TP&W public hearings, the Commission finally decided to print 100,000 guides without the alcohol advertisements in them. Although that number represents a minor portion of the three million guides printed yearly, it is a starting point for reducing alcohol advertising that impacts youth. A small victory that reminds us that our advocacy is a marathon and not a sprint. Sometimes advocacy can be as simple as pointing out a problem to those in charge.

One child, one share

Staff members at Texans Standing Tall noticed that the OneShare.com web site invited children to learn about stock

investment through a “Wally OneShare” game. The list of stocks to choose from has such kid-friendly companies as Walt Disney, Toys R Us, Tootsie Roll and Tyco. However, the cute cartoon “Wally” character would also send to kids their very own framed stock certificate for Anheuser-Busch, the Boston Beer Company (Sam Adams), and Coors.

TST sent an email to the director of OneShare.com praising the company for teaching children the basics of investing, while at the same time questioning the positioning of a regulated product to young children. The email pointed out the massive cost of underage drinking to the nation, and how positioning alcohol products in such a child-friendly game was sending the wrong message about a product that can cause enormous harm to those still in the developing years of adolescence. OneShare.com was asked to re-evaluate the choice of companies in which children are encouraged to invest not only their dollars, but also their interest.

Immediately, Charles Wright, Director of Operations for OneShare.com. responded, stating that “We agree with you 110%... beer and adult oriented companies should not be shown in the Wally OneShare game,” and he added, “We will correct this issue as soon as we can.”

By respectfully pointing out how potentially damaging a part of Wally OneShare was, individuals brought about immediate change.

Diversity isn’t alcohol driven

The Dallas Latino Community has been working since 1995 to get a Cultural Center built within their neighborhood. As the project neared completion, the Dallas City Council took up the matter of naming part of the center after a sponsor.

When the Council indicated that the Center would be named for the Jose Cuervo Liquor Company, individuals within the community and TST went into action.

Letters were sent to City Council members protesting the sponsorship. Esther M. Peraliz-Dieckmann spoke for many when she pointed out that the Latino and Black communities, especially in the inner city, face a disproportional amount of negative impact from alcohol misuse, and that the alcohol industry utilizes cultural icons to market its products within the Latino neighborhoods.

Members of TST pointed out in letters that underage use of alcohol is highest among Hispanic secondary-age students (42% compared to 26.5% for African-American and 34.8% for Caucasian). It was also noted that the respect given a product when it is connected with a public building could have a negative affect on impressionable young minds when the product is a regulated product—alcohol.

There were not only letters of protest, but also offerings of solutions. The new name, and sponsor, is Oak Farms Milk Hispanic Cultural Center.

These three advocacy successes in Texas point to more than just some Lone Star victories. Together, if we get enough of these “small” victories, we can bring about “BIG” changes in the environment across the nation. ●

Kids to K-Mart: You’re Busted!

Brittany Spears, LFO, Derek Jetter, The Rock, Jessica Simpson and Beers of the World.

What do all of these have in common? Posters, according to one concerned teenager. Matthew Albrecht, age 14, is a member of the Connecticut Coalition To Stop Underage Drinking and chair of the Youth Council.

“Last month I visited a K-mart in Wallingford and I noticed that there were alcohol related posters in with the kids and teenager posters—right in between the aisle for baby bottles and Legos,” he said. “I tried to speak to the manager but he was unavailable. I then called the K-mart main offices and explained the problem to them. They said they would forward my complaint to the corporate offices,” he said.

“After a bunch of e-mails and phone calls I checked back in the store to see if the posters had been removed,” said Albrecht. “After seeing no change in anything I called again, and got the same response, and I then e-mailed the corporate offices, then e-mailed again, and again.” Some success, however, was right around the corner. “Last week I went in to check again, and the posters were gone from the display in the Wallingford store.”

Not taking his success lightly, Albrecht decided to check other K-Marts near his town to see if they had removed the posters as well. “I then visited the K-mart in New Haven and saw the same thing. I then talked to the manager there, and he said there was nothing he could do about it.” Albrecht

says that he will continue his emails and calls to the corporate offices in New England. “I’ll keep calling again and again until they take the posters out—it’s not right to have posters for beer in the toy department. I won’t let up.”

Albrecht believes youth can stand together on this issue. “We need you to be part of the solution to stop underage drinking and to reduce the advertising for alcohol that kids see—help me make a difference! Go to your local K-Mart and check out the poster section. If you see posters with alcohol, talk to the store managers and start calling and e-mailing the corporate office. If we all work together we can get these posters removed.” ●

Does the Spirit Move You? Magazines, Revenue and Spirits Move Higher

America’s national obsession with TV hides a significant fact. Youth see many images in print that could not appear on the TV screen. Hard liquor advertising is the financial mainstay of many publications, not just traditional male magazines. Sports, music and automotive magazines—standard reading for many adolescents—carry the heaviest amount of alcohol advertising. Recently, publishing industry critics noted that alcohol ads were the largest single category of ads in the *Sports Illustrated* 2002 swimsuit issue.

Ad Age, an advertising industry trade weekly, reported in March that many publications were offering deep rate cuts to attract advertisers. According to *Ad Age*, on average, male-oriented sports magazines were offering 33% discounts over their public rate cards for larger clients.

Last year, *Sports Illustrated* received the most liquor revenue of any publication—over \$26 million in the first ten months of 2001. Another youth favorite, *Rolling Stone* took in just over \$11 million in the same ten months. Both *Sports Illustrated* and *Rolling Stone* are as likely to be found in your local library as newsstand. *Sports Illustrated* has the 15th highest number of paid circulation in the nation, ahead of *Rolling Stone* which fell into 64th place. Neither *SI* or *Rolling Stone* saw significant change in their circulation between 2000 and 2001.

The increasing level of advertising—all advertising—puts responsibility on all adults to be aware of the amount of alcohol advertising in the material young people read. ●

Product Placement—Shadow Ads on Your TV

Product placement is becoming a powerful marketing tool. Product placement is when Chandler picks up a Coca-Cola on screen with a visible logo during an episode of Friends, or Tim McGraw drinks Budweiser on stage during a concert. Product placement can be as subtle as someone saying “Hey, who ate all the Fritos?” or as complex as advertisers written into the story line. Product placement is relatively new to advertising technique. Early TV watchers saw Julia Child working with a measuring cup with the brand name *Pyrex* carefully masked by tape.

Advertisers are taking product placement one step further. This year, Revlon paid ABC to become the “corporate rival” of the fictional makeup company Enchantment on All My Children for three months. Currently, alcohol ads piggyback on other ads—Coors ads on Dodge cars, for example—alcohol and alcohol producers could soon be part of the plot line on your favorite show. In the future the brand could be written into the plot of the story. ●



Want to party hard and keep your budget soft? There's only one place to go.
The Pass gets You FREE Cover
& FREE draft beer at a
different club each night.

WIKI BAY
DRINKS!!

Plus, pay 5 bucks*, and you can drink all the beer you can handle - every day.

...are tolerant," he says.
...meaning that a lot of things will
get overlooked.

SPRING
BREAK
2002
THE LARGEST NIGHTCLUB IN THE USA

Over 50 HOURS OF FREE DRINKS!!

Common Sense Keeps
the Good Times Rollin'

The Boardwalk

World's largest &
Longest Keg Party

Spring Break. Breaking. Broken.

Teens and college students are big spenders often targeted by the travel industry. Marketing, not tradition, made spring break a must-do event for college and even some high school students.

Students and parents are asking: Why is alcohol part of the package?

The Only place to
be for Springbreak!

Marauding Mascots

The NCAA basketball tournament, March Madness, is a springtime college ritual. The televised tournament has featured beer ads for many years—but this year college mascots got into the act.

The University of Maryland’s Terrapin and some other familiar team mascots were featured in Anheuser-Busch sponsored “responsibility” ads that aired during the last two playoff games. A Matter of Degree (and its national program office at the American Medical Association) was highly critical of the ad. A full-page ad in the *Chronicle of Higher Education* declaring “This Bud’s Not for You” detailed concerns about binge drinking on college campuses while noting that over half of all college students are younger than the legal drinking age.



The ineffectiveness of the “responsibility” message became evident, as campus celebrations quickly became sports riots. Fueled by alcohol—win or lose—students “celebrated.” In College Park, Maryland, home of the NCAA Division 1 Champion Maryland Terrapins, an alcohol-soaked celebration of more than 50,000 students resulted in 17 arrests. Students vandalized highway signs, set fires and threw rocks and bottles. In the early morning hours police in riot gear dispersed the crowd using tear gas.

When questioned, Terp’s Coach Gary Williams said, “This is the first time Maryland got a chance to win a national basketball championship,” and defended loyal fans having the right to “do anything they want.” The Coach’s comments were roundly criticized later by local residents and downplayed by University administration. ●

What would happen if the NCAA scored fan behavior along with team performance? ●

Alternative Spring Breaks

Spring break means community service on a growing number of college campuses. Over 90% of parents, surveyed as part of Spring Break Alert!, would like to see a community service requirement added to graduation requirements.

Habitat for Humanity created the Collegiate Challenge to provide meaningful experiences as an alternative to alcohol and consumer oriented events. This year over 10,000 college students helped build and rehabilitate homes at 190 work-sites across the nation and demonstrated a lasting form of school spirit. One school, Boston College, sent 279 students to 16 different locations in Appalachia to work on homes this year.

Florida State University takes this idea to international levels. Their spring break public service programs allowed students to work in the Ukraine or Panama. College campuses are taking a second look at public service as an option that broadens young minds while offering a positive alternative activity with friends. ●

Lehigh University Provides Community with RAMP Training

Carolyn Crew, Communications Manager
A Matter of Degree, Lehigh University

Pennsylvania’s Northampton and Lehigh county liquor outlets are enthusiastically embracing Responsible Alcohol Management Program (RAMP) training provided through the efforts of a community collaboration spearheaded by Lehigh University’s A Matter of Degree program. Lehigh, working in collaboration with other community members and the Pennsylvania Liquor Control Board (PLCB), provides RAMP training at no cost for local taverns, restaurants, and liquor and beer distributors. Dramatic changes in Pennsylvania law impose stricter fines and penalties for serving underage or visibly intoxicated persons heightening interest. The first training session for 2001, held in May, drew such an overwhelming response from licensees that a second summer session needed to be scheduled to meet the demand.

“Reducing alcohol abuse requires a strong campus and community partnership,” said John W. Smeaton, vice provost for student affairs and director of Lehigh’s A Matter of Degree

program. “We have made substantial progress in reducing alcohol-related problems on campus in recent years. Equally important, however, are off-campus collaborations to foster responsible hospitality practices. I have been extremely pleased by the willingness of local merchants to work with our coalition.”

The new state law, Act 141, authorizes the PLCB to modify the responsible alcohol service program to licensees. It creates incentives for licensees to take advantage of responsible alcohol management training, establishes increased fines for licensees who sell alcohol to visibly intoxicated patrons, and significantly changes the way liquor licenses will be distributed.

Compliance requires a full half of all bartenders, wait staff, and door persons to receive training. The owner or manager must also successfully complete the training, and all new staff must undergo new employee orientation. Responsible service signs must also be posted on the premises. In 2000, Pennsylvania authorities surveyed a representative sample of alcohol licensees across the state and found that half of all

businesses report that in the past two years, they have made major changes to their policies on responsible alcohol sales and service training, including ID checks and posting warning signs.

Lehigh’s “A Matter of Degree” program has been extremely successful in establishing a campus–community coalition to address the problems of abusive drinking and the secondhand effects this drinking has on other students and neighbors. Through an integrated combination of programs, policies and educational campaigns, Lehigh has been working to transform the culture and the campus and community environment that encourages drinking and contributes to alcohol and alcohol-related problems. The program has raised awareness of the problem, expanded new non-alcoholic social events for students, and improved relationships and cooperation with their neighbors in Bethlehem. Alcohol policies, implemented in fall 1999, outlined clear expectations and consequences for alcohol use and abuse. Programs aimed at changing the campus culture resulted in dramatic reductions in alcohol-related crimes on campus and an increase in new social activities. ●

Beach Blanket Binge Drinking

College Spring Break packages with the emphasis on excessive alcohol consumption were the focus of Spring Break Alert!, a media initiative by A Matter of Degree, funded by the Robert Wood Johnson Foundation. Tapping their own memories many parents envision scenes from classic movies such as *Where the Boys Are* and *How to Stuff a Wild Bikini*.

Parents learned that today beach blanket bingo has been replaced by “booze cruises” and other alcohol based events in campus promotions that began as soon as students returned in autumn. When questioned, 80% of parents surveyed by Penn, Schoen & Berland for A Matter of Degree agreed with a proposal to limit access to bars and nightclubs to those age 21 and older. For the students, they learned that 70% of parents surveyed are no longer willing to pay for spring break revelry.

One community—Panama City Beach Florida—created a 12-page insert that appeared on campuses across the nation. The promotion included a letter from the Chief of Police with the strong implication underage drinking and open container laws would not be strictly enforced. Public and parent backlash, as well as a public relations black eye forced Panama City Beach to back away from future alcohol focused advertising.

Tallahassee, Florida City Commissioner Steve Meisburg had harsh words for spring break advertising, “The kind of advertising we see in abundance around town—drink specials, gender-based specials, wet T-shirt contest—only encourages excessive drinking. If we had the power at the local level, as many cities around the country do, I think we could begin to address that and limit or eliminate it.”

The father of Andrew Gugliemi, a student killed when he fell from a balcony following a spring break drinking spree, created a vivid picture of possible consequences. “It was like a war zone,” said Frank Gugliemi, describing the emergency room.

He implored parents and college students to see “the dark side to the spring break madness.” His statements were a sad prelude to later events.

Days later, while ABC news reporter Michelle Norris was covering spring break in Cancun, a young American student was wheeled into the emergency room she was visiting and pronounced dead from alcohol-related injuries. The scene later aired on the ABC Evening News as an emotional coda for break coverage. ●

NBC Reverses Decision to Air Liquor Ads

Buckling under pressure from privately owned affiliates plus a wide variety of public interest, health and advocacy groups, NBC reversed its decision to air hard liquor ads. In a brief statement, network executives noted that a number of groups had objected to the change—but referred only to AMA and Congressional criticism.

NBC took some hits from members of the NBC family as well as the general public. Jay Leno joked that NBC really stood for “Nothing But Cocktails” shortly after the initial announcement. In January, long time newsman John Palmer made his opposition public.

A number of independently owned affiliates had already announced that hard liquor ads would be replaced by public service announcements. Other stations reserved the right to decide whether to air the liquor ads on a case-by-case basis. Affiliate owners made it clear to concerned consumers contacting local stations that NBC had not consulted or informed affiliates of their plan in advance.

The American Medical Association ran a full page ad in the New York Times on February 27, using the same cautionary language found on cigarette packs proclaiming, “Watching

NBC may be hazardous to your children’s health.” Numerous groups including the American Public Health Association, voiced public support for the AMA’s stand and called on NBC to reconsider.

On March 18, reports aired that the powerful House Energy and Commerce Committee was making plans to hold public hearings on NBC advertising. On March 20, NBC abruptly reversed its decision, making its announcement after the New York Stock Exchange ended trading for the week.

Shortly after the announcement, Dr. J. Edward Hill, Chair (then Chair-elect) of the American Medical Association Board of Trustees, wrote a letter to Alan Wertz of NBC, thanking NBC for the decision and praising the network for putting children above profits.

Some weeks later a letter from Dr. Hill was printed in the *Wall Street Journal* outlining the AMA’s rationale for the tough public stance on underage alcohol use. “It makes us caring physicians doing our job,” he wrote. ●



NBC-4 and NCCPUD—Working for Youth

By Cynthia W. Simms, Communications Director
National Capital Coalition to Prevent Underage Drinking
Washington, DC

For nearly 50 years, the major television broadcasting networks had a voluntary ban on hard alcohol advertisements. On December 13, 2001, NBC announced a new policy that would air distilled spirits advertising after 9 p.m. NBC was the first of the major broadcast networks to publicly explore ending the ban.

NBC then entered into a multi-million dollar advertising contract with Guinness UDV, a leader in distilled spirits, whose brands include; Smirnoff Ice (a popular drink with the under 21 crowd), Johnnie Walker scotch, and Tanqueray gin. In opposition to NBC’s decision, a coalition was formed, “Stop Liquor Ads on NBC.” The National Capital Coalition to Prevent Underage Drinking (NCCPUD) in Washington, DC, demonstrated as part of planned demonstrations nationally to “Stop Liquor Ads on NBC.” The NCCPUD Youth Advocates wrote letters to the local NBC station manager, the CEO of NBC, the Mayor of the District of Columbia, Rep. Eleanor Holmes Norton, and members of the DC City Council. A press release was distributed to NBC, CBS, FOX, ABC, and to the U.S. Newswire advising them of the scheduled demonstrations at NBC headquarters on February 12, 2002.

Following release of the letter and press release, the network’s station manager contacted NCCPUD before the planned demonstration requesting a meeting. Their request for a meeting included the additional request not to demonstrate, but the demonstration went ahead.

More than 40 NCCPUD youth advocates carried signs and shouted, “NBC is not Must See TV,” “NBC Sells Out,” and “NBC stands for No Body Cares.” The station manager and the community affairs director met with a few of the youth in front of NBC headquarters and told them that they welcomed the opportunity to meet and discuss their opposition to the hard liquor advertisements.

NCCPUD’s Nadine Parker, Director, Cynthia Simms, Communications Director, and six Youth Advocates from four high schools throughout DC were joined by Johnetta Davis of PIRE and Ellen Thorpe of The Catholic University of America on Tuesday, February 6, 2002, at NBC’s headquarters in northwest DC to discuss why NBC should not lift the ban. Representing NBC were Linda Sullivan, Station Manager, Angela Owens, Director Station Communications, Donna L. Weston, VP, Marketing, Community & Program-ming, and Aica Karma, Director Community Affairs.

After the young people spoke, Catholic University representative Ellen Thorpe provided the college perspective on hard liquor advertisements and the special drink promotions targeting college students.

NBC representatives were clearly troubled by the presentations. Station representatives felt the young people expressed valid concern on how the ads affect underage drinkers. But standing firm, NBC offered the 19 “NBC Advertising Guidelines for Alcohol Products” and held closely to the network decision.

When one advocate suggested equal time for alcohol abuse prevention spots NBC’s Sullivan was receptive. She suggested scheduling another meeting with her staff and offered the use of NBC’s facility to assist NCCPUD in developing the ads.

At the promised follow-up meeting, both groups began discussing the ads that were on the airwaves. One ad was for “Bacardi Silver,” an alcopop appealing to many underage youth. The ad aired at 9:15 p.m. and NCCPUD’s Director’s 11-year-old son was still up and watching television. A lengthy discussion ensued about treatment of the alcopops; how they should be viewed in advertisements, and what they are made of (they are not liquor, beer, wine, or a wine cooler). ●



NCCPUD Youth Advocates Demonstrate Outside of NBC Studios in Washington D.C.

Do you believe? An Associated Press Poll found that 80% of teens support keeping the minimum legal drinking age at 21.

Zippershots: Jell-O Look-Alike With A Dangerous Difference

Zippershots are small tubs of liquor-laced dessert gelatin, packaged like the Jell-O brand gelatin treats you may have enjoyed or included in a school lunch.

Look again! Zippershots are a new, 24 proof, 12% alcohol, sweet, fruit-flavored alcohol product.

Children—especially younger pre-readers—are at risk of alcohol poisoning if they consume this appealing treat. For example, two zippers may send a 17-lb. child to the emergency room. The packaging also makes this a stealth cocktail that is likely to pop up at proms, class picnics and other events where spring fever is rampant. Unlike alcopops, such as Smirnoff or Doc Otis’ Hard Lemonade, Zippershots contain distilled spirits—hard liquor.

The external packaging is labeled “contains alcohol” and features a photograph of a baby with the universal red circle and slash symbol for “don’t” superimposed on the picture. The real danger occurs when the individual servings are removed from the outside packaging and the labeling is far from clear. Unsuspecting toddlers, those who simply miss the warning labels and those who are deliberately deceived about the liquor content of the product are at risk. The packaging also makes it possible for underage drinkers to consume alcohol right underneath the teacher’s watchful gaze.

Richard Yoast, Director of the AMA’s Office of Alcohol and Other Drug Abuse, suggests two steps for concerned citizens.

First: Stop by your grocery store (if it is licensed to sell distilled spirits) and liquor store to let them know in no uncertain terms that you do not want to see Zippershots in your community. Consumer backlash is a powerful tool, use it!

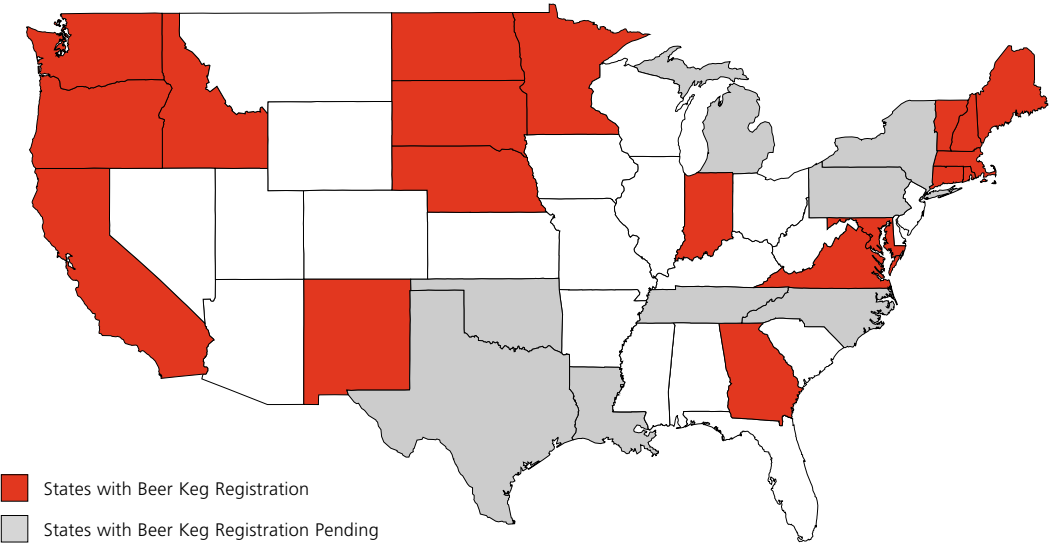
Second: Contact Bradley A. Buckles, Director, Bureau of Alcohol Tobacco and Firearms, Department of the Treasury, 650 Massachusetts Ave, NE, Washington, D.C. 20226. Indicate to him that the current packaging, barcode and labeling of this product presents a serious risk to the health and welfare of children which requires his immediate action. ●

Keg Registration—Public Policy Update

One look at the map makes it clear: the battle of the beer keg will be won—one state at a time.

Twenty states, plus the District of Columbia, now have some form of beer keg registration. Beer keg registration is a simple, cost effective way to link every beer keg purchase with an adult. Registration ends the anonymous “keg in the kornfield”

or campus “keggers” parties that often attract underage drinkers. Putting an adult’s name, address and identity on every keg purchase has a powerful chilling effect on individuals who have thoughtlessly provided beer kegs never knowing where they are consumed or by whom. ●



Big Liquor Lays it On the Line

“DISCUS is working to ensure cultural acceptance of alcohol beverages for ‘normalizing’ them in the minds of consumers as a healthy part of a normal lifestyle, he [Peter Cressy, CEO of the Distilled Spirits Council] said.

“If an 18-year-old is old enough to vote, then an 18-year-old is old enough to suffer the consequences of misusing an ID,” Cressy said. “Before we hammer retailers and owners out there who are trying to be responsible citizens, let’s hammer adult adolescents who use false IDs.”

Taken from *Nightclub Magazine*, March 2000.

Smart Glass? Or a Really Dumb Idea

“A new pint glass will be able to signal bar staff when it needs to be refilled, according to a report in *New Scientist* magazine. The iGlass was developed by a Japanese electronic company, and utilizes a radio frequency coil in its base that emits a signal to a receiver set in the table when it’s empty.”

From *Modern Brewery Age*, April 15, 2002

Portions from the Declaration of the Technical Consultation to the World Health Organization on the Marketing and Promotion of Alcohol to Young People

Research evidence suggests that young people respond to this marketing on an emotional level, changing their beliefs and expectations about drinking. The marketing clearly influences young people’s decision to drink. Exposure to and enjoyment of alcohol advertising predicts heavier and more frequent drinking among young people. The marketing contributes to young people over-estimating the prevalence of heavy and frequent drinking among their peers, and creates a climate for further increases in alcohol consumption by young people.

Current responses are piecemeal and inadequate, and have done little to control the marketing of alcohol products. Evidence suggests that self-regulation by the alcohol, advertising and media industries is ineffective. Media literacy, training young people to de-code and resist marketing messages, by itself is insufficient to address the emotional and non-logical appeal of the marketing. New responses are required. The global nature of the marketing demands a response at international, national and local levels.

Nearly 45 representatives from over a dozen countries met in Valencia, Spain to discuss the impact of alcohol advertising on teens. At the conclusion of the meeting, attendees adopted the advisory statement, excerpted above, on future research and action on this public health concern.

Contacts

AMA Office of Alcohol and Other Drug Abuse

Richard Yoast, PhD Director AMA Office of Alcohol and Other Drug Abuse richard_yoast@ama-assn.org	Tina Mosley Staff Assistant tina_mosley@ama-assn.org
Lenny Lamkin Deputy Director AMA Office of Alcohol and Other Drug Abuse lenny_lamkin@ama-assn.org	Mary Kizer Administrative Assistant mary_kizer@ama-assn.org
Julia Sherman Editor, ExChange Communications Director Reducing Underage Drinking Through Coalitions julia_sherman@ama-assn.org	Georgianne Cooper Administrative Assistant georgianne_cooper@ama-assn.org
Danny Chun Communications Director A Matter of Degree danny_chun@ama-assn.org	Visit us on the web at http://www.ama-assn.org/go/alcohol

American Medical Association

Physicians dedicated to the health of America

515 North State Street
Chicago, Illinois 60610



NON-PROFIT
U.S. POSTAGE
PAID
AMERICAN
MEDICAL
ASSOCIATION

EXchange

Creating Solutions by Changing Environments

Coming in the next issue of EXchange

Local options:
zoning, density and
ordinances